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ABSTRACT

Spurred by sagging retail trade and the need for future planning, the Fort Madison (Iowa) Chamber of Commerce initiated a community survey to determine attitudes of residents towards various community characteristics. A 7-section questionnaire was distributed to a random sample of 411 area households, of which 268 or 72.2% responded. Over 75% of the respondents had lived in Fort Madison for at least 11 years and 64.2% were employed full- or part-time. Generally, their image of the city and its residents was very positive, especially among older respondents. They rated the quality of community services positively except for street maintenance, housing availability, and youth programs. Transportation was rated poorly as was school discipline. Respondents rated recreation opportunities positively but faulted available entertainment, especially dining and movies. Many respondents shopped elsewhere for wider selection and better quality, service, and prices, especially when purchasing furniture or clothing. Respondents voiced support for new department and clothing stores; 66% favored a shopping mall. One third also obtained medical care elsewhere and 71% perceived a need for another physician in Fort Madison. Respondents were satisfied with available dental and pharmacy facilities but not with available hospital care or costs. An appendix contains complete survey results. (SB)

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Fort Madison Community Betterment Survey

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COMMUNITY DEVELOPMENT DATA, INFORMATION, AND ANALYSIS LABORATORY

Cooperative Extension Service
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PREFACE

Perhaps nothing has changed so dramatically in the past few years as our own local communities. To illustrate this point, think for a moment about what your community is like today and compare it with what it was like when you were a child. You will no doubt realize that many goods and services are presently available which were not available during your childhood. Note the sudden increase in leisure related facilities such as community swimming pools and recreation centers. Most of these have been built in the past 10 to 20 years. Even services we now consider "basic" to every community--hard surfaced roads, street lighting, public utilities--are fairly recent developments in many local communities.

Yes, communities have changed for the better in many ways. With these improvements, however, have come associated costs. We are speaking here of social as well as economic costs. The economic costs are easier to identify. How often we hear the question, "Who is going to pay for all of these community improvements?" It is a logical question and often leads to other discussions on the increasing taxes that are needed to support community improvement.

On the social side, cost is more difficult to describe--but no less critical to local planning. Consider, for example, the matter "Who is to decide how community change will take place?" If communities are unable to come up with a satisfactory answer to this question, conflict and turmoil result. When this occurs, we witness a cost on the social side which exceeds the benefits gained through expanded community services and facilities.

A third type of cost, in addition to economic and social costs, should also be mentioned. Research has shown that individuals increase their expectations when provided with a more satisfying environment. Therefore, as residents are confronted with more and better community services and facilities, they in turn expect more from their communities. This being the case, we should recognize that there is a rising-expectation cost associated with community improvement and, because of this, we will probably never witness the totally satisfied community resident.

Where does all of this leave us? It is our opinion that attempts to improve any community must recognize the various costs discussed above. More than ever before, community planning requires a logical and orderly process of decision-making to minimize costs associated with community change. We believe that the community survey technique, properly used, is one technique which can make it easier for communities to plan their own future.

A well-planned community survey is particularly helpful for gaining citizen input. Whatever the stage of the development process, residents are entitled to the opportunity to express their personal feelings. This may occur at the very early stages, where residents are asked to evaluate different facets of their community. This is called a "needs assessment" and is helpful in the planning phase of community development. We also see where community surveys are used in the implementation phase of development. Here residents are asked to choose among a list of possible strategies or outcomes. This type of survey is helpful in policy formulation on the local level.

There is another dimension of community surveys which should not be overlooked. We feel that planning the survey is itself an asset for community improvement. It serves as an important catalyst for bringing residents together to discuss various aspects of their community.

Through the combined efforts of many local organizations and individuals, the survey on which this report is based was conducted for the benefit of the entire community. The specific objectives of the survey have been defined by your community. Representatives of the community have actively participated in virtually every phase of the process. Many hours have been volunteered to this effort, and we are grateful for the unbounded cooperation of everyone who took part in this survey. We want to acknowledge, in particular, the individuals who delivered and picked up the questionnaires. Last, but not least, are the many residents who took the time to complete the questionnaires. Because of your efforts, we feel that information has been collected which can lead to more positive community planning.

While the information provided in this report will not guarantee a better community, we believe that it is a step in the right direction. Hopefully it will serve as a basis for making better decisions regarding community improvement. It is now in your hands to assure that these better decisions are forthcoming.

GOOD LUCK!!

Vern Ryan, Director
CD-DIAL

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CHAPTER I

INTRODUCTION*

Background

The Fort Madison Community Betterment Survey was initiated at the request of the Fort Madison Chamber of Commerce. The need for the survey was determined by a group of 45 Fort Madison retailers who had met to discuss possible changes and future development of the downtown business district. Specific objectives of the survey were to determine the attitudes citizens had about various community characteristics, such as retail trade, medical services, community services, recreation/entertainment opportunities and the community image.

Planning and execution of the survey was done by the Fort Madison Community Betterment Survey Steering Committee which included representatives of the Chamber of Commerce, Community Hospital Board, and City Government. This steering committee solicited questions for the survey from a group of 35 individuals who represented local service clubs, churches, schools, businesses, industries and several organizations from the Fort Madison community. Assistance in the design of the questionnaire, selection of a random sample of households and analysis of the responses was provided by the Iowa State University Extension Service.

Sampling and Survey

A random sample of 411 households from Fort Madison and Fort Madison rural routes was selected for the survey. The sampling procedure is explained in Appendix A. Questionnaires were delivered on Monday, November 26, and picked up by Friday, November 30, by 44 volunteers from Fort Madison's Jaycees, Lions, Rotary, Kiwanian and Soroptimist organizations. Of the 411 households selected, 268 returned a completed questionnaire. Included in the 143 non-respondents were 40 who were no longer living or had since moved out of the area. Therefore, 72.2 percent of all residents still living in the area cooperated in this effort by returning their questionnaires.

The Fort Madison Community Betterment Survey Steering Committee and the volunteers who delivered the questionnaires are to be commended for the accurate, expeditious and painstaking manner in which they planned and conducted

*Prepared by Mark E. Settle, Extension Community Development Specialist, and Betty Wells, ISU Research Associate.

the survey. Their efforts have resulted in a survey which should accurately reflect the opinions and attitudes of the residents of the Fort Madison area.

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Overview

The purpose of this report is to present the major findings of the survey which the leaders, citizens, public officials, businesses and organizations can use in making decisions relative to the future of the Fort Madison Community.

The remaining chapters are organized by subject matter. In Chapter II, a profile of the survey respondents is presented. Included in this profile is information regarding selected socioeconomic characteristics. In addition, this chapter includes responses to a series of questions relating to the overall evaluation of the Fort Madison Area as a place to live. These responses can be considered an evaluation of the general community image.

Chapter III presents attitudes of residents toward selected services and facilities. Special attention is given to their feelings concerning various types of municipal services, schools, public library, public transportation and recreational/entertainment opportunities.

Chapter IV includes a discussion on Fort Madison shopping facilities. A section on where and why residents purchase selected goods and services is included. In addition, an overall evaluation of retail services is provided.

Chapter V presents an analysis of medical services in Fort Madison. Special attention is given to where and why residents go to receive medical assistance. Also, the residents' perceptions of additional health care facilities and services needed in Fort Madison are included.

The concluding chapter (Chapter VI) provides some guidelines for use of this report as one step in the process of making Fort Madison a better place to live.

CHAPTER II

A PROFILE OF SURVEY RESPONDENTS AND COMMUNITY ATTITUDES

Survey Respondents

When a sample of community residents is drawn to provide information about the entire community, a major concern is that the responses of the sampled individuals are representative of all the community residents. This is accomplished by making sure that no group or category of individuals is overrepresented in the sample of survey respondents. For this reason, information is examined on a number of personal and social characteristics of the individuals surveyed.

To begin, we looked at the residential patterns of the respondents to the questionnaire. Over three-fourths (82 percent) of those surveyed indicate that they live in Fort Madison, while the remaining individuals (18 percent) live outside the city limits. Those individuals who live outside the city limits are from the Fort Madison rural routes and include farm and nonfarm rural residents. In addition, the sample includes residents who have lived in Fort Madison and Lee County a short time, a moderate time, and a long time. In general, most of the respondents (75 percent) have resided in Fort Madison for 11 or more years and 77 percent of the respondents have resided in Lee County for 11 or more years (Table 1).

Survey respondents are evenly distributed throughout the adult age categories (Table 2). Thus, the possibility of any influence of age-biased information has been reduced. In addition, as designed by the sampling technique, the respondents represent an equal weighting of males and females (Table 3). Table 4 presents the educational levels of the respondents, with over three-fourths (79 percent) having at least a high school education.

Tables 5, 6 and 7 give the income and employment status for the households of the respondents. Most (62 percent) gross annual incomes for households in 1979 are between \$8,000 and \$24,999. The remaining households are normally distributed throughout the other income categories. This income distribution for households is typical for most communities. The employment status of the respondents and their spouses is reported in Table 6 and 7. The large numbers in the full-time and part-time employed categories are expected. In terms of the community of employment, most of the respondents and their spouses are employed in Fort Madison.

The marital status of the respondents appears in Table 8. As expected, most individuals (74 percent) are married. Table 9 and 10 provide a composite portrait of the respondents' household size and age of household members. Generally, surveyed individuals have one to three children and have household members who are in the 5 to 64-year age categories. These figures are very representative of typical midwestern communities the size of Fort Madison.

In the overall sample, no single group was overrepresented among the characteristics examined. Therefore, the responses provided by the sample should reflect the general attitudes and evaluations of Fort Madison community residents.

Table 1. Residence of respondents.

Questions and Responses	Number and Percent Reporting	
	Number	Percent
Where do you currently live?		
Within city limits	207	81.8
Outside city limits	46	18.2
Total	253	100.0
How many years have you lived in this community?		
Less than 5 years	35	14.2
6 to 10 years	26	10.6
11 to 30 years	72	29.3
31 to 50 years	55	22.3
More than 51 years	58	23.6
Total	246	100.0
How many years have you lived in Lee County?		
Less than 5 years	32	12.6
6 to 10 years	26	10.2
11 to 30 years	72	28.4
31 to 50 years	59	23.2
More than 51 years	65	25.6
Total	254	100.0

Table 2. Age of respondents.

Age Category	Number and Percent Reporting	
	Number	Percent
17 to 34 years of age	64	25.2
35 to 50 years of age	65	25.6
51 to 64 years of age	66	26.0
65 years of age and over	59	23.2
Total	254	100.0

Table 3. Sex of respondents.

	Number and Percent Reporting	
	Number	Percent
Male	128	49.6
Female	130	50.4
Total	258	100.0

Table 4. Levels of education for respondents.

Years of Education Completed	Number and Percent Reporting	
	Number	Percent
No formal education	0	0
Elementary (grades 1-8)	19	7.5
Some high school (grades 9-11)	33	13.1
Completed high school (grade 12)	109	43.3
Some college (less than 4 years)	48	19.0
College graduate (4 years)	25	9.9
Attended graduate school	18	7.1
Total	252	100.0

Table 5. Approximate income for households.

Income Category	Number and Percent Reporting	
	Number	Percent
Less than \$5,000	13	5.8
\$5,000 to \$7,999	27	11.9
\$8,000 to \$11,999	31	13.7
\$12,000 to \$14,999	30	13.3
\$15,000 to \$19,999	41	18.1
\$20,000 to \$24,999	38	16.8
\$25,000 to \$34,999	30	13.3
\$35,000 or more	16	7.1
Total	226	100.0

Table 6. Employment status of respondents.

	Number and Percent Reporting	
	Number	Percent
Present employment status		
Employed Full-Time	142	56.6
Employed Part-Time	19	7.6
Retired	57	22.7
Full-Time Homemaker	30	12.0
Student	0	0.0
Unemployed	3	1.2
Total	251	100.1
Community Where Employed		
Fort Madison	128	49.2
Burlington	7	2.7
Other Communities	12	4.7
Not applicable	113	43.5
Total	260	100.1

Table 7. Employment status of spouse.

	Number and Percent Reporting	
	Number	Percent
Present employment status		
Employed Full-Time	94	36.2
Employed Part-Time	18	6.9
Retired	32	12.3
Full-Time Homemaker	33	12.7
Student	1	0.4
Unemployed	7	2.7
Not Applicable	75	28.8
Total	260	100.0
Community Where Employed		
Fort Madison	95	36.5
Burlington	7	2.7
Other Communities	7	2.7
Not Applicable	151	58.1
Total	260	100.0

Table 8. Marital status of respondents.

Marital Status	Number and Percent Reporting	
	Number	Percent
Never married	17	6.6
Married	190	73.6
Divorced, separated or widowed	51	19.8
Total	258	100.0

Table 9. Size of households.

Number of Household Members	Number and Percent Reporting	
	Number	Percent
1	46	18.4
2	88	35.2
3	51	20.4
4	41	16.4
5	15	6.0
6	8	3.2
7	0	0.0
8	1	0.4
Total	250	100.0

Table 10. Age of household members.

Age Categories	Number and Percent Reporting	
	Number of Household Members	Percent
Under 5 years of age	48	7.1
5 to 18 years of age	138	20.3
19 to 64 years of age	402	59.1
65 years of age and over	92	13.5
Total	680	100.0

Community Image

Information on how residents evaluate their community as a place to live is useful for understanding local needs and concerns. To obtain this information, respondents were asked to rate Fort Madison on a 7-point scale across a number of dimensions. The scoring method was such that the higher the score, the more positive the evaluation. Table 11 summarizes the results by giving the average scores for each dimension.

Average scores in Table 11 are in the form of bar charts where a score of "4" is used to represent the midpoint of the range of scores--that is, neither unfriendly nor friendly place to live, but somewhere in between. When this occurs, no bar is shown. Bars to the left of the middle indicate negative evaluations, whereas bars to the right of the midpoint are signs of favorable impressions. The length of the bars measures the amount or degree of positive or negative evaluations on each dimension under consideration.

In total, respondents evaluated the community of Fort Madison and residents of Fort Madison favorably on all 12 dimensions. Scores were particularly favorable on the dimensions of "civic clubs that work for the improvement of the total community" and "residents seem willing to help others." The next most positive scores were on the community's friendliness and how the residents speak well about and have much pride in the community. Respondents also indicated favorable impressions of Fort Madison as moving ahead, having strong leadership, having ability to solve problems and encouraging citizens' involvement in local affairs. Favorable impressions were also evident toward the residents of Fort Madison on the dimensions of active support and attachment to the community and opportunities for involvement in local affairs.

The least positive, but still positive, evaluations are the respondents' perceptions of the efficiency of city government and that statement that Fort Madison has more things going for it than other communities.

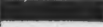
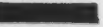
Responses on six factors were analyzed by age of the respondents (Table 12). Generally, respondents who are under 35 years of age do not have as positive impression of the community as those who are 35 years and over. The apparent trend, with a few exceptions in the 35 to 40 year age category, is that as the age of the respondents increased, the evaluations of Fort Madison's image were more positive.

Ratings on the community image measures are useful for assessing the general impressions of respondents concerning Fort Madison as a place to live and work (Table 11 and 12). Overall, the respondents have a very positive image of Fort Madison and the residents, despite some dissatisfaction by the young adults in the community. Careful consideration of these items may be important in the determination of future community projects and who should be involved in the decision-making processes. Analysis of other facilities and services in Fort Madison may also contribute to this end.

Table 11. Measures of community image.

	Negative Image 1	Midpoint 4	Positive Image 7	
A. FORT MADISON . . .				
IS GOING DOWNHILL			4.6	IS MOVING AHEAD
IS AN UNFRIENDLY PLACE TO LIVE			5.4	IS A FRIENDLY PLACE TO LIVE
HAS WEAK COMMUNITY LEADERSHIP			4.4	HAS STRONG COMMUNITY LEADERSHIP
HAS INEFFICIENT CITY GOVERNMENT			4.2	HAS EFFICIENT CITY GOVERNMENT
SEEMS UNABLE TO SOLVE ITS OWN PROBLEMS			4.4	SEEMS ABLE TO SOLVE ITS OWN PROBLEMS
DISCOURAGES CITIZENS' INVOLVEMENT IN LOCAL AFFAIRS			4.8	ENCOURAGES CITIZENS' INVOLVEMENT IN LOCAL AFFAIRS
HAS CIVIC CLUBS THAT DO NOT WORK FOR THE IMPROVEMENT OF TOTAL COMMUNITY			5.6	HAS CIVIC CLUBS THAT WORK FOR THE IMPROVEMENT OF THE TOTAL COMMUNITY
HAS FEWER THINGS GOING FOR IT THAN OTHER COMMUNITIES I KNOW OF			4.1	HAS MORE THINGS GOING FOR IT THAN OTHER COMMUNITIES I KNOW OF
B. FORT MADISON RESIDENTS . . .				
HAVE LITTLE PRIDE IN THE COMMUNITY			5.1	HAVE MUCH PRIDE IN THE COMMUNITY
SELDOM ACTIVELY SUPPORT THE COMMUNITY			4.6	OFTEN ACTIVELY SUPPORT THE COMMUNITY
SEEM UNWILLING TO HELP OTHERS IN TIME OF NEED			5.6	SEEM WILLING TO HELP OTHERS IN TIME OF NEED
HAVE A WEAK ATTACHMENT TO THE COMMUNITY			5.0	HAVE A STRONG ATTACHMENT TO THE COMMUNITY
SPEAK POORLY ABOUT THE COMMUNITY			5.1	SPEAK WELL ABOUT THE COMMUNITY
HAVE FEW OPPORTUNITIES FOR INVOLVEMENT IN LOCAL AFFAIRS			4.4	HAVE MANY OPPORTUNITIES FOR INVOLVEMENT IN LOCAL AFFAIRS

Table 12. Selected measures of community image by age of respondent.

	Negative Image 1	Midpoint 4	Negative Image 7
A. FORT MADISON . . .			
IS GOING DOWNHILL			IS MOVING AHEAD
17 to 34 years of age			4.6
35 to 50 years of age			4.1
51 to 64 years of age			4.3
65 years of age and over			5.3
HAS WEAK COMMUNITY LEADERSHIP			HAS STRONG COMMUNITY LEADERSHIP
17 to 34 years of age			3.8
35 to 50 years of age			4.2
51 to 64 years of age			4.2
64 years of age and over			5.3
DISCOURAGES CITIZENS' INVOLVEMENT IN LOCAL AFFAIRS			ENCOURAGES CITIZENS' INVOLVEMENT IN LOCAL AFFAIRS
17 to 34 years of age			4.6
35 to 50 years of age			4.6
51 to 64 years of age			4.7
65 years of age and over			5.4
B. FORT MADISON RESIDENTS . . .			
SEEM UNWILLING TO HELP OTHERS IN TIME OF NEED			SEEM WILLING TO HELP OTHERS IN TIME OF NEED
17 to 34 years of age			5.1
35 to 50 years of age			5.2
51 to 64 years of age			6.0
65 years of age and over			5.2
HAVE A WEAK ATTACHMENT TO THE COMMUNITY			HAVE A STRONG ATTACHMENT TO THE COMMUNITY
17 to 34 years of age			4.8
35 to 50 years of age			4.7
51 to 64 years of age			5.3
65 years of age and over			5.4
SPEAK POORLY ABOUT THE COMMUNITY			SPEAK WELL ABOUT THE COMMUNITY
17 to 34 years of age			4.7
35 to 50 years of age			4.9
51 to 64 years of age			5.2
65 years of age and over			5.7

CHAPTER III

ATTITUDES TOWARD SELECTED COMMUNITY SERVICES AND FACILITIES IN FORT MADISON

One of the major functions of any community is to provide certain basic services and facilities to local residents. These services and facilities may be provided through public or private sources. This section of the report includes a summary of Fort Madison area residents' attitudes and evaluations regarding municipal services, public utilities, housing, public programs, library, public transportation, public and parochial school systems, and recreational/entertainment opportunities.

Community Services and Facilities

The questions related to community services focused on the respondent's evaluation of the quality of each service. Evaluations of these community services may be influenced by place of residence. Therefore, Table 13 compares the responses of individuals residing within and outside the city limits. Responses are divided into four major service groups: municipal services, public utilities, housing availability, and public programs.

The respondents residing within the city limits evaluated the quality of three out of eight selected municipal services positively. Over two-thirds of the residents within the city limits rated fire protection (92 percent), police protection (75 percent), and garbage collection service (66 percent) as very good or good. On the negative side, more respondents evaluated the quality of Fort Madison's mayor-council form of government, snow removal, local government, and storm sewer system as fair or poor than very good or good. The most negatively evaluated service, with three-fourths of all respondents reporting fair or poor, was the quality of street maintenance in Fort Madison.

The quality of Fort Madison's public utilities were all evaluated very positively by the respondents. A majority of all respondents evaluated the quality of water, water service, electric utilities, and gas utilities as very good or good. The least positive, but still positive, evaluation was given to the quality of water in Fort Madison, with 51 percent of all respondents reporting very good or good.

The respondents evaluated the availability of housing in Fort Madison rather negatively. A majority of respondents reported that the availability of housing to buy and housing for the elderly was fair or poor. And well over three-fourths of all respondents report the availability of housing for young families and for low income families and the availability of houses to rent as fair or poor. It should be noted that the lower number of respondents in each of the five housing questions would indicate that about one-third of the respondents reported "don't know." However, this negative evaluation of housing availability is consistently reported by the respondents residing both within and outside the city limits.

A majority of all respondents reported the quality of programs for elderly and the availability of employment opportunities were fair or poor. And three-fourths of the respondents evaluated the quality of programs of youth as fair or poor. On the positive side, a majority of the respondents evaluated the quality of "day-care" services for children as very good or good.

In summary, the respondents' evaluations of the quality of Fort Madison's community services and facilities were on the average more positive than negative. However, it may be helpful to give special attention in the future to considering the quality of street maintenance, housing availability, and programs available to youth.

Public Library

Since the evaluation of the public library may be influenced by place of residence, responses were analyzed by respondents residing within the city limits and those residing outside the city limits (Table 14). Overall, the quality of library services and facilities were rated very high. More than eight of ten respondents reported the quality of library services as very good or good. And, almost seven out of ten respondents evaluated the quality of library facilities as very good or good.

At the time this survey was conducted the Fort Madison library board was considering four alternative future library facilities. There was no clear preference by the respondents for any one of the four alternatives. However, respondents residing within the city limits tended to favor two locations--the present library and a branch library on the west end of Fort Madison. Those respondents residing outside the city limits tended to favor leaving the present library as is. Therefore, taking into account the respondent's positive evaluations of the quality of the library facilities, the library board may want to analyze the situation further before considering whether to leave the present library as is and/or add a branch library on the west end of Fort Madison.

Public Transportation

Respondents' evaluation of the quality of public transportation and their preferences regarding future public transportation systems are reported in Table 15. Since perceptions of public transportation is influenced by age, responses were analyzed by four respondent age categories.

In evaluating the quality of Fort Madison's public transportation, more than eight of ten respondents said it was poor. This negative response was reported consistently throughout the four age groups of the respondents.

Table 13. Evaluation of community services and facilities by place of residence.

Services and Facilities	Number of Respondents	% Reporting			
		Very Good	Good	Fair	Poor
<u>MUNICIPAL SERVICES</u>					
Quality of local government					
Within city limits	194	3%	36%	48%	14%
Outside city limits	43	2%	47%	37%	14%
Total	237	2%	38%	46%	14%
Quality of mayor-council form of government					
Within city limits	181	8%	33%	39%	20%
Outside city limits	41	7%	34%	44%	15%
Total	222	8%	33%	40%	19%
Quality of police protection					
Within city limits	202	30%	45%	16%	8%
Outside city limits	43	19%	56%	21%	5%
Total	245	28%	47%	17%	8%
Quality of fire protection					
Within city limits	202	44%	48%	7%	1%
Outside city limits	41	37%	58%	5%	0%
Total	243	42%	50%	7%	1%
Quality of garbage collection service					
Within city limits	202	23%	43%	20%	14%
Outside city limits	23	9%	57%	22%	13%
Total	225	22%	44%	20%	14%
Quality of storm sewer system					
Within city limits	181	6%	30%	34%	29%
Outside city limits	29	7%	31%	31%	31%
Total	210	6%	31%	34%	30%

Table 13 (cont.)

	Number of Respondents	Very Good	Good	Fair	Poor
<u>Quality of street maintenance</u>					
Within city limits	200	5%	20%	40%	36%
Outside city limits	43	2%	19%	47%	33%
Total	243	5%	20%	41%	35%
<u>Quality of snow removal</u>					
Within city limits	202	11%	28%	31%	30%
Outside city limits	42	7%	33%	45%	14%
Total	244	11%	29%	33%	28%
<u>PUBLIC UTILITIES</u>					
<u>Quality of water service</u>					
Within city limits	202	22%	49%	21%	8%
Outside city limits	28	11%	40%	25%	25%
Total	230	21%	47%	21%	10%
<u>Quality of water</u>					
Within city limits	200	16%	37%	32%	16%
Outside city limits	30	7%	37%	33%	23%
Total	230	14%	37%	32%	17%
<u>Quality of electric utilities</u>					
Within city limits	200	26%	57%	16%	2%
Outside city limits	36	31%	53%	17%	0%
Total	236	26%	56%	16%	2%
<u>Quality of gas utilities</u>					
Within city limits	186	25%	52%	17%	4%
Outside city limits	33	21%	49%	18%	12%
Total	219	26%	52%	17%	6%
<u>HOUSING AVAILABILITY</u>					
<u>Availability of housing for elderly</u>					
Within city limits	148	7%	21%	45%	26%
Outside city limits	29	3%	21%	52%	24%
Total	177	7%	21%	46%	26%

Table 13 (cont.)

	Number of Respondents	Very Good	Good	Fair	Poor
Availability of housing for young families					
Within city limits	147	2%	11%	46%	42%
Outside city limits	31	0%	13%	55%	32%
Total	178	2%	11%	47%	40%
Availability of housing for low income families					
Within city limits	158	3%	13%	37%	48%
Outside city limits	31	0%	13%	36%	52%
Total	189	2%	13%	37%	48%
Availability of housing to buy					
Within city limits	184	7%	38%	40%	16%
Outside city limits	34	3%	44%	38%	15%
Total	218	6%	39%	39%	16%
Availability of housing to rent					
Within city limits	158	1%	13%	41%	45%
Outside city limits	29	0%	7%	45%	48%
Total	187	1%	12%	42%	46%
PUBLIC PROGRAMS					
Quality of programs for elderly					
Within city limits	160	9%	40%	38%	13%
Outside city limits	32	6%	41%	31%	22%
Total	192	9%	40%	37%	15%
Quality of programs for youth					
Within city limits	167	5%	19%	31%	46%
Outside city limits	34	3%	6%	50%	41%
Total	201	5%	17%	34%	45%
Quality of "day-care" services for children					
Within city limits	135	9%	44%	39%	8%
Outside city limits	29	3%	55%	35%	7%
Total	164	8%	46%	39%	8%
Availability of employment opportunities					
Within city limits	178	8%	38%	38%	16%
Outside city limits	43	7%	42%	30%	21%
Total	221	8%	39%	37%	17%

Table 14. Library questions by place of residence.

Item	% Reporting		
	WITHIN CITY LIMITS	OUTSIDE CITY LIMITS	TOTAL
Quality of Library Services	(n=177)	(n=39)	(n=216)
Very Good	32%	26%	31%
Good	53%	62%	54%
Fair	11%	10%	11%
Poor	5%	3%	4%
Quality of Library Facilities	(n=168)	(n=39)	(n=207)
Very Good	20%	18%	20%
Good	47%	49%	47%
Fair	25%	28%	26%
Poor	8%	5%	7%
Alternative for Facilities	(n=195)	(n=43)	(n=238)
Two locations - present library with branch on West end	40%	35%	39%
New centrally located library	12%	14%	13%
Remodel existing library	14%	9%	13%
Leave present library as is	30%	37%	31%
Other	5%	5%	5%

n=number of respondents

Table 15. Public transportation questions by age.

Item	% Reporting by Age				Total
	17-34	35-50	51-64	65 AND OVER	
Quality of public transportation					
Very good	2%	0%	0%	0%	0%
Good	2%	2%	0%	0%	1%
Fair	12%	11%	7%	11%	10%
Poor	85%	87%	93%	89%	89%
Number of Respondents	60	63	57	46	226
Preferences regarding Public Transportation					
City-run Bus System. .	25%	45%	23%	26%	30%
City should subsidize Bus System	27%	29%	27%	41%	30%
Completely Private Bus Company.	29%	16%	45%	26%	29%
No additional public Transportation needed	13%	10%	3%	6%	8%
Other preference . . .	6%	0%	2%	2%	3%
Number of Respondents	63	62	64	51	240

The respondents' preferences regarding future public transportation are evenly distributed between a city-run bus system, city-subsidized bus system, and a completely private bus company. However, the analysis of the responses by age groups of the respondents indicates more support, although not a majority, for each of the three alternatives. Those respondents in the 35 to 50 age category were more supportive of a city-run bus system, those in the 65 and over age category were more supportive of a city-subsidized bus system, and those in the 51 to 64 age category were more supportive of a completely private bus system. Thus, this analysis still does not provide a clear majority for any one of the three alternatives offered.

The respondents' negative evaluations of the quality of public transportation indicates a need for an improved transportation system in Fort Madison. However, these transportation alternatives need to be analyzed further before determining which alternative would be most acceptable and feasible with the present situation.

Appearance of Fort Madison

The overall appearance of Fort Madison may be influenced by a respondent's length of residence. Therefore, these responses were analyzed separately for those respondents residing in the community for 1 to 10 years, 11 to 30 years, 31 to 50 years, and 51 years and over (Table 16).

The respondent's image of the overall appearance of Fort Madison was extremely high throughout all of the length-of-residence categories. Over nine out of ten respondents who have resided in the community over 11 years reported Fort Madison as extremely or fairly clean and well-kept community. And eight out of ten respondents who have resided less than ten years reported Fort Madison as extremely or fairly clean and well-kept community.

The respondents were asked if the Artesian well water fountain at Avenue G and Eighth Street should be made operable. A majority of all respondents supported making the Artesian well operable. The analysis by length of residence indicated this majority support was consistent throughout each category, with somewhat stronger support by the respondents who have resided in Fort Madison one to ten years. Thus, the community leaders may want to consider the feasibility of making the Artesian well operable in the future.

Public and Parochial School Systems

Tables 17 and 18 provide the summary of the respondents' ratings of the public and parochial systems on 11 items. Table 17 provides a breakdown of all households reporting very good, good, fair, or poor. Well over half of all households evaluated the public school system as very good or good on 9 of the 11 items measured. The highest ratings were reported on the public school system's trades and athletic programs. On the negative side, well over half of all households reported the administration and discipline as fair or poor.

Table 16. Beautification and appearance of Fort Madison by length of residence.

Item	% Reporting by Years in Community				Total
	1-10 years	11-30 years	31-50 years	51 years and over	
Should Artesian well fountain be made operable?					
Yes	55%	47%	50%	54%	51%
No	7%	16%	19%	16%	14%
Undecided	38%	37%	32%	30%	35%
Number of Respondents	60	68	54	56	238
Your image of the overall appearance of Fort Madison. . .					
. . .Extremely clean, well-kept	21%	13%	9%	16%	15%
. . .Fairly clean, well-kept	61%	80%	87%	77%	76%
. . .Not especially clean or well-kept	18%	7%	4%	7%	9%
Number of Respondents	61	71	54	56	242

Table 17. Evaluation of public and parochial school systems.

Item	Number of Respondents	% Of All Households Reporting			
		Very Good	Good	Fair	Poor
<u>Public School System</u>					
Overall quality of education	205	9%	53%	33%	5%
Building facilities	215	7%	51%	34%	7%
Teachers	197	10%	42%	40%	9%
Administration	192	5%	35%	42%	17%
Discipline	188	3%	19%	36%	43%
Extra-curricular activities	188	14%	51%	30%	6%
Athletic program	195	20%	50%	28%	2%
Overall curriculum	177	18%	41%	38%	3%
Music program	162	19%	44%	32%	5%
Trades program	167	20%	55%	23%	2%
College prep program	134	10%	41%	33%	16%
<u>Parochial School System</u>					
Overall quality of education	111	32%	42%	23%	3%
Building facilities	119	19%	50%	29%	2%
Teachers	109	18%	43%	35%	4%
Administration	105	25%	41%	30%	5%
Discipline	107	27%	34%	23%	16%
Extra-curricular activities	105	18%	45%	30%	8%
Athletic program	115	18%	46%	31%	4%
Overall curriculum	100	16%	45%	32%	7%
Religious program	103	29%	50%	15%	7%
Music program	97	30%	44%	25%	4%
College prep program	81	19%	40%	35%	7%

Over half of all respondents rated the parochial school system as very good or good on all 11 items measured. On the positive side, more than 7 of 10 respondents evaluated the parochial school system's religious program, overall quality of education, and music program as very good or good. The respondents reported the lowest ratings, but still over a majority responding very good or good, for the parochial system's college prep program and discipline.

The respondents' evaluations are influenced by whether they have children attending the school system. Therefore, Table 18 provides an analysis of the responses by those respondents who have children attending the public school system only or the parochial school system only. Also, Table 18 rank orders the 11 programs within each school system by the total group mean (or average rating). The program receiving the highest evaluation is listed first and the program receiving the lowest evaluation is listed last. With the public school system, the parents with children attending the school evaluated the 11 items very similar to all the respondents. With the parochial school system, the parents with children attending the school evaluated the 11 items somewhat higher than all of the respondents. Therefore, the parents of parochial school children are more positive about the school system than the general public.

Table 18. Evaluation of each school system by parent group.

Item	% Very Good or Good		
	Number of Respondents	Adults with children attending public school only	All Respondents
<u>Public School System</u>			
Trades program	85	82%	75%
Athletic program	102	69%	70%
Music program	87	69%	63%
Overall curriculum	96	65%	59%
Extra-curricular activities	98	64%	64%
Overall quality of education	111	60%	62%
Building facilities	113	55%	58%
Teachers	107	48%	52%
College prep program	67	49%	51%
Administration	101	39%	41%
Discipline	96	25%	22%

Item	Number of Respondents	Adults with children attending parochial school only	All Respondents
<u>Parochial School System</u>			
Overall quality of education	30	87%	74%
Religious program	29	90%	79%
Music program	27	81%	71%
Administration	28	72%	66%
Building facilities	30	70%	69%
Athletic program	30	73%	64%
Teachers	30	67%	61%
Extra-curricular activities	30	67%	63%
Discipline	30	80%	61%
Overall curriculum	29	76%	61%
College prep program	23	70%	58%

Recreational/Entertainment Analysis

Respondents indicated their satisfaction or dissatisfaction with 18 recreational or entertainment opportunities (Table 19). Generally, evaluations were favorable for such items as city parks, golf, baseball fields, access to river, bowling, swimming, and tennis in Fort Madison. For some recreation items, such as golf and tennis, many respondents reported "don't know" in their evaluations. This may reflect the number of respondents who do not use any of these facilities. However, of those who had an opinion of the overall quality of recreational facilities, more respondents were satisfied than dissatisfied.

The respondent's evaluation of recreation programs for senior citizens and youth were somewhat low, with a large percentage reporting "don't know." The respondents were more satisfied than dissatisfied with the recreation programs for senior citizens, while they reported more dissatisfaction than satisfaction with the programs for youth. Similarly, the facilities for youth activities and interaction were evaluated somewhat low, with over two out of every five respondents reporting dissatisfaction.

Evaluation of entertainment opportunities in Fort Madison was far less positive than the recreational items. For example, of those who had an opinion of dancing facilities, respondents were more dissatisfied than satisfied. Again, this may indicate a large number of non-users of this form of entertainment. In terms of the quality of facilities for musical programs, quality of movie theater, and variety of movies, the satisfaction level of all respondents was very low. These factors influenced the overall evaluation of entertainment in Fort Madison which was also relatively low.

The recreational/entertainment item receiving the respondents' lowest evaluation was the number of bicycle paths in Fort Madison. A large percentage (43 percent) reported "don't know" on this item and only one out of eleven respondents evaluated the bicycle paths as satisfactory.

Table 20 includes an analysis of the recreational/entertainment responses by age of the respondents. The general trend, with a few exceptions, is that as the age of the respondents increases, the evaluations of the recreation and entertainment opportunities are more positive. This trend is most apparent on such items as golf courses, recreation programs for senior citizens, and overall quality of entertainment facilities.

Three out of five respondents believe that more bicycle routes should be developed if local taxes would not be increased (Table 21). An additional one out of five prefer that more bicycle routes be developed even if local taxes would be increased. The analysis of these responses by age of the respondents indicates that the younger residents are more supportive of bicycle routes without increased taxes. Overall, a majority of respondents in each age category support the development of more bicycle routes without increased local taxes.

Table 19. Satisfaction with recreation and entertainment in Fort Madison.

Facilities and Services	Number of Respondents	% Reporting				
		Very Satisfied	Somewhat Satisfied	Don't Know	Somewhat Dissatisfied	Very Dissatisfied
Quality of city parks	247	41%	50%	2%	6%	1%
Number of neighborhood parks	249	29%	46%	10%	10%	5%
Quality of golf course(s)	246	26%	20%	52%	2%	1%
Number of softball and baseball fields	252	19%	42%	24%	11%	4%
Amount of public access to the river	248	18%	38%	26%	11%	7%
Number of bowling alleys	249	20%	37%	20%	16%	8%
Quality of swimming pool	248	8%	40%	28%	18%	6%
Number of tennis courts	248	15%	27%	34%	15%	10%
Overall quality of recreational facilities	245	8%	45%	14%	25%	9%
Recreation programs for senior citizens	249	7%	22%	47%	13%	10%
Recreation programs for youth	247	11%	22%	30%	23%	14%
Overall quality of entertainment facilities	246	6%	33%	12%	32%	17%
Quality of facilities for stage or musical programs	249	4%	20%	39%	21%	17%
Variety of dancing facilities	248	4%	16%	44%	22%	15%
Facilities for youth activities and interaction	251	4%	21%	33%	26%	17%
Variety of movies	248	5%	32%	16%	22%	25%
Quality of movie theater(s)	245	4%	25%	16%	25%	31%
Number of bicycle paths	251	3%	6%	43%	20%	28%

Table 20. Degree of satisfaction with recreation and entertainment by age of respondents.

Facilities and Services*	% Satisfied by Age				Total
	17-34	35-50	51-64	65 AND OVER	
Quality of city parks	91%	91%	91%	92%	91%
Number of neighborhood parks	66%	83%	76%	78%	75%
Quality of golf course(s)	33%	43%	52%	58%	46%
Number of softball and baseball fields	58%	69%	61%	55%	61%
Amount of public access to the river	52%	46%	60%	66%	55%
Number of bowling alleys	52%	52%	64%	57%	56%
Quality of swimming pool	49%	46%	42%	59%	48%
Number of tennis courts	34%	43%	43%	42%	40%
Overall quality of recreational facilities	39%	54%	60%	55%	52%
Recreation programs for senior citizens	16%	23%	27%	53%	28%
Recreation programs for youth	23%	33%	37%	35%	32%
Overall quality of entertainment facilities	23%	37%	48%	48%	38%
Quality of facilities for stage or musical programs	17%	17%	22%	39%	23%
Variety of dancing facilities	16%	25%	17%	22%	20%
Facilities for youth activities and interaction	24%	14%	26%	37%	25%
Variety of movies	33%	37%	42%	35%	37%
Quality of movie theater(s)	29%	14%	34%	43%	29%
Number of bicycle paths	5%	11%	5%	15%	9%
Total number of respondents	64	65	66	59	254
*Rank ordered by mean scores					

Table 21. Need for more bike paths in Fort Madison by age of respondents.

Question	Percent of households reporting by Age Group				
	17-34 years	35-50 years	51-64 years	65 years and over	Total
Do you believe that more bicycle routes should be developed in Fort Madison?					
YES, EVEN IF THEY WOULD INCREASE LOCAL TAXES.	37%	27%	12%	6%	21%
YES, BUT ONLY IF THEY WOULD NOT INCREASE LOCAL TAXES. . .	52%	59%	64%	72%	61%
NO NEED FOR ADDITIONAL BICYCLE ROUTES.	11%	14%	25%	22%	18%
Number of Respondents	62	64	61	50	237

CHAPTER IV

RETAIL TRADE IN FORT MADISON

The retail trade sector of Fort Madison received more attention than any other in the Fort Madison survey. In fact, concern by retailers with estimates of losses in potential sales in excess of \$20 million annually prompted the survey. The retail trade questions included in the survey focus on (1) where respondents purchase major goods and services, and their reasons for shopping where they do, (2) satisfaction with and opinions toward shopping in Fort Madison, and (3) the need for additional business and services in Fort Madison.

Where Respondents Make Major Purchases and Why

The respondents were asked to indicate the communities in which they purchase 20 retail goods or services. For each item they could also indicate that they "do not buy". Table 22 indicates where respondents most frequently purchase each of the 20 items. Numbers listed in the first column represent the number of respondents who actually purchase each item. Respondents who checked "do not buy" or did not answer the question are excluded. Percentages under each community are based on the number of respondents indicating that they purchase each item.

Percentages listed under Fort Madison indicate the proportion of potential buyers who most frequently purchase items in Fort Madison. They are listed, in order, from those most frequently purchased in Fort Madison, to those purchased least frequently in Fort Madison. Fort Madison trade is quite strong for the first nine goods and services listed. Many of the services on this list benefit from proximity to their customers. The next six goods and services--crafts, veterinary services, major appliances, dining and farm supplies--receive a lower proportion of the potential trade but over two-thirds of the respondents purchase these goods and services most frequently in Fort Madison. The remaining percentages indicate to what community trade is lost. Burlington receives most of the trade lost from Fort Madison.

Only 58 percent of the respondents purchase furniture in Fort Madison; the remainder travel to Burlington or "some other community" to purchase furniture. Fifty-eight percent of respondents who purchase men's clothing do so in Fort Madison. The other respondents typically purchase men's clothing in Burlington or West Burlington. Slightly over half of the respondents (52 percent) purchase shoes in Fort Madison. Again, most others go to Burlington or West Burlington. Trade losses are even greater for women's and children's clothing with over half of the respondents making such purchases in Burlington or West Burlington. This analysis clearly identifies apparel as the merchandising category in need of the greatest strengthening and promotion in Fort Madison.

The major reasons given by respondents for purchasing retail items in other communities are provided in Table 23. The first column indicates the actual numbers of respondents making purchases elsewhere. The second column indicates what percentage that is of the respondents actually purchasing the item. The remainder of the table indicates the actual number of respondents

Table 22. Communities in which respondents make retail purchases.

Retail Item	Number Purchasing Item	Percentage Purchasing Item in Each Community				Other Community
		Fort Madison	Burlington	West Burlington	Keokuk	
Dry Cleaning	208	97.1%	1.9%	----	----	1.0%
Flowers	203	97.0%	2.0%	0.5%	----	0.5%
Legal Service	208	96.6%	1.9%	----	0.5%	1.0%
Banking	249	96.4%	1.2%	----	----	2.4%
Groceries	250	95.6%	4.0%	0.4%	----	----
Building Supplies	191	93.8%	3.1%	0.5%	0.5%	2.1%
Hardware	239	93.7%	4.6%	0.4%	----	1.3%
Insurance	239	88.3%	3.8%	----	0.4%	7.5%
Auto Service	221	87.8%	7.7%	----	0.5%	4.0%
Crafts	145	79.3%	14.5%	4.8%	0.7%	0.7%
Veterinary Service	125	79.2%	9.6%	----	8.0%	3.2%
Major Appliances	214	76.1%	18.7%	0.5%	0.5%	4.2%
New or Used Autos	216	75.5%	11.6%	0.5%	4.1%	8.3%
Dining	224	68.3%	25.0%	0.9%	2.7%	3.1%
Farm Supplies	31	67.8%	12.9%	----	----	19.3%
Furniture	197	58.4%	21.8%	----	1.5%	18.3%
Men's Clothing	205	57.6%	13.2%	19.5%	3.9%	5.8%
Shoes	237	51.9%	20.7%	15.2%	5.5%	6.7%
Children's Clothing	130	43.8%	19.2%	33.1%	3.1%	0.8%
Women's Clothing	216	40.7%	20.4%	31.0%	4.2%	3.7%

Table 23. Respondents' reasons for leaving Fort Madison to purchase retail items.

Retail Item	Number Leaving Ft. Madison	% of Those Purchasing Item	Number of Respondents Indicating Each Reason							Other Reason
			Lower Cost	Wider Selection	Better Quality	Better Service	More Convenient	Parking	Not Available Elsewhere	
Dry Cleaning	6	2.9%	2	----	3	3	1	----	----	----
Flowers	6	3.0%	2	2	1	1	----	----	----	----
Legal Service	7	2.4%	----	----	3	2	----	----	----	1
Banking	9	3.6%	1	----	1	3	4	----	----	----
Groceries	11	4.4%	9	6	2	----	1	2	2	----
Building Supplies	12	6.2%	6	6	2	6	1	----	3	----
Hardware	15	6.3%	3	8	4	----	3	2	----	----
Insurance	28	11.7%	12	3	2	10	3	1	----	2
Auto Service	27	12.2%	9	4	2	10	1	1	3	----
Crafts	30	20.7%	4	26	3	2	----	1	3	1
Veterinary Service	26	20.8%	2	----	5	18	2	----	----	1
Major Appliances	51	23.9%	24	24	5	12	3	----	1	----
New or Used Autos	53	24.5%	28	13	2	13	1	----	4	2
Dining	71	31.7%	12	48	17	17	4	1	.	3
Farm Supplies	10	32.2%	3	3	3	4	3	----	----	2
Furniture	82	41.6%	31	58	22	10	----	3	4	2
Mens' Clothing	87	42.4%	31	72	8	9	6	13	8	3
Shoes	114	48.1%	36	92	12	12	6	7	9	2
Children's Clothing	73	56.2%	21	59	7	2	5	10	9	4
Women's Clothing	128	59.3%	32	111	7	7	6	19	14	6

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selecting each reason for purchasing items where they do. The sum of these reasons may exceed the number given in the first column because respondents were allowed to select more than one reason.

Most attention should be focused on the last half of the table--those items for which Fort Madison is losing over 20 percent of its potential business. The major reasons respondents purchase items elsewhere are wider selection, lower cost, better service and better quality. Of course, the reason varies according to the item. For the four apparel categories, wider selection is by far the most common reason, followed by lower cost.

Satisfaction with and Opinions
toward Shopping in Fort Madison

The respondents were asked their preference for a night the stores might stay open. The most common answer, provided by 44 percent of the respondents, is "no preference." Friday night is the preference of 38 percent of the respondents. Ten percent prefer Saturday night and five percent prefer Monday. The remaining nights are favored by very few respondents.

Thirty-one percent of the respondents would shop in downtown Fort Madison if stores were open until 6 p.m.; 36 percent if Highway 61 were improved; and 42 percent if more free two-hour parking spaces were available. In each case, more respondents report that they would not shop in Fort Madison more often if these improvements were made. Nearly two-thirds of the respondents believe that Fort Madison needs a shopping mall. More than eight of ten respondents favor public restrooms for downtown.

These questions were also analyzed according to respondent age categories. Respondents under age 50 are more in favor of stores staying open until 6 p.m. Those age 50 and over are more supportive of additional free two-hour parking. A shopping mall is favored by 80 percent of the respondents under 34 but by only 39 percent of those 65 and over. Age differences are not so apparent on the other two questions.

The respondents were next asked to indicate their level of satisfaction with nine aspects of retail services in Fort Madison. Most respondents (83 percent) are satisfied or very satisfied with the courtesy of sales clerks (Table 25). Over three-quarters are satisfied with stores hours and over two-thirds are satisfied with the quality of merchandise. Fewer respondents (56 percent) are satisfied with the amount of parking space and even fewer--somewhat less than half--are satisfied with the price of merchandise, the quality of dining facilities and the quality of shopping facilities. Satisfaction is lowest in the cases of variety of restaurants and variety of merchandise. In both instances, over half of the respondents report that they are somewhat or very dissatisfied.

Dissatisfaction with the same nine aspects is broken down according to age category of the respondent (Table 26). Several general trends are apparent.

Table 24. Questions on shopping in Fort Madison.

	% Reporting		
	Yes	No	Undecided
Would you shop downtown more often if. . .			
. . . if stores were open till 6 p.m.?	31%	56%	13%
. . . if Highway 61 were improved?	36%	46%	18%
. . . more free 2-hour parking spaces?	42%	44%	14%
Does Fort Madison need. . .			
. . . a shopping mall?	65%	21%	14%
. . . public restrooms downtown?	83%	8%	9%

Table 25. Satisfaction with retail services.

	% Reporting				
	VERY SATISFIED	SOMEWHAT SATISFIED	UNDECIDED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
Courtesy of sales clerks	40%	43%	5%	9%	3%
Store hours	38%	40%	6%	11%	6%
Quality of merchandise	21%	47%	10%	20%	2%
Amount of parking space	18%	38%	6%	20%	18%
Price of merchandise	8%	40%	10%	32%	10%
Quality of dining facilities	12%	35%	11%	25%	17%
Quality of shopping facilities	13%	34%	9%	29%	16%
Variety of restaurants	13%	26%	9%	29%	23%
Variety of merchandise	8%	24%	7%	40%	21%

Table 26. Dissatisfaction with retail services by age.

	% Reporting				TOTAL
	17-34	35-50	51-64	65-88	
Courtesy of sales clerks	9%	17%	14%	7%	12%
Store hours	19%	22%	15%	9%	16%
Quality of merchandise	21%	31%	26%	8%	22%
Amount of parking space	41%	49%	35%	30%	39%
Price of merchandise	50%	50%	42%	25%	43%
Quality of dining facilities	39%	59%	36%	33%	42%
Quality of shopping facilities	52%	58%	50%	17%	46%
Variety of restaurants	67%	66%	46%	30%	53%
Variety of merchandise	70%	70%	70%	28%	61%

Overall, dissatisfaction is much greater among the younger respondents than among the older respondents. The greatest overall dissatisfaction is among respondents ages 35-50. Respondents 65 and over express, by far, the least dissatisfaction. This distinction holds even in the case of price of merchandise which we might assume would be more troublesome for older citizens.

Age related differences are most extreme in the cases of variety of merchandise and quality of shopping facilities. Only 28 percent of the respondents 65 and over are dissatisfied with the variety of merchandise as opposed to 70 percent of all the other respondents. In the case of quality of shopping facilities, only 17 percent of the respondents 65 and over are dissatisfied as opposed to approximately 50 percent of all the others. These findings are consistent with the high evaluation of the image of Fort Madison provided by older citizens.

Additional Businesses and Services Needed

The respondents were asked to assess the need for 17 additional businesses and services in Fort Madison. They are arranged in Table 27 from most needed (department store) to least needed (bank). Five businesses and services are evaluated as "needed" by over half of the respondents. A department store is by far the most needed business, followed less closely by a clothing store, an additional physician, a restaurant and a variety store. Over a third of the respondents perceive a need for specialty shops, laundry/dry cleaners and a furniture store. The remaining nine retail businesses and services are "not needed" according to 50 percent or more of the respondents.

Analyzed by age of the respondent, support for a department store is widespread across all age categories. Persons 65 and over saw less need for a clothing store, a restaurant and specialty shops. There is no clear age trend in the case of a variety store.

Summary

Fort Madison is suffering the greatest loss of retail trade in the furniture and apparel merchandising categories. Most of this potential trade is lost to Burlington and West Burlington. The most common reasons given for shopping outside of Fort Madison are, in order, wider selection, lower cost, better quality and better service.

About two-thirds of the respondents favor a shopping mall and 83 percent favor public restrooms downtown. Fewer than half of the respondents would shop downtown more often if stores were open later, if Highway 61 were improved or if more free two-hour parking spaces were available. Friday night is the most preferred evening for stores to stay open later. Whereas a mall might be more difficult to acquire, these other improvements are more readily attainable and should be considered. In some combination, they might contribute to a reduction in the out-migration of retail customers from Fort Madison.

Table 27. Business and services needed in Fort Madison.

	% Reporting		
	Needed	Not Needed	Undecided
Department Store	88%	9%	4%
Clothing	71%	17%	11%
Additional physician	71%	20%	10%
Restaurant	68%	21%	12%
Variety store	58%	31%	12%
Specialty shops	37%	34%	29%
Laundry/dry cleaners	40%	45%	15%
Furniture store	35%	43%	22%
Auto service/parts	20%	50%	29%
Appliance store	22%	53%	25%
Veterinarian	15%	54%	31%
Hardware store	20%	63%	17%
Dentist	18%	62%	20%
Supermarket	15%	74%	12%
Beautician/barber shop	9%	74%	18%
Law firm	4%	76%	20%
Bank	4%	89%	7%

Table 28. Selected businesses needed by age.

	% Reporting				
	17-34	35-50	51-64	65-88	TOTAL
Department store	88%	86%	92%	82%	88%
Clothing store	79%	72%	74%	56%	71%
Restaurant	77%	77%	66%	48%	68%
Variety store	63%	51%	64%	51%	58%
Specialty shops	58%	35%	36%	14%	37%

Slightly over half of the respondents are satisfied with the amount of parking and fewer than half are satisfied with the price of merchandise, quality of dining and shopping facilities, and variety of restaurants and merchandise. The older respondents tend to be much more satisfied than the younger respondents, especially those in the 35-50 age category. Thus dissatisfaction is greatest among respondents in the peak income and spending years.

Finally, strongest support is seen for a new department store. Such a store would undoubtedly remedy some of the loss of business in the categories of furniture and apparel. Strong need is felt for a clothing store as well. The need for a restaurant supports an earlier finding of moderate dissatisfaction with quality of dining facilities and considerable dissatisfaction with the variety of restaurants. The older respondents tend to be more conservative in their assessment of the need for additional businesses.

CHAPTER V

HEALTH CARE FACILITIES AND SERVICES

In the previous chapter, we saw that 71 percent of the respondents believe that an additional physician is needed in Fort Madison. Additional questions related to the health services sector will be discussed in this chapter.

Where Respondents Go for Health Care and Why

Respondents were asked to indicate where they most frequently go to receive all health care services (Table 29). Numbers listed in the first column represent the number of respondents who actually use each health care service. Respondents who checked "do not use" or who did not answer the question are excluded from the analysis. Percentages listed under each community are based on the number of respondents indicating that they use the service.

Percentages listed under Fort Madison indicate the proportion of potential users who most frequently receive that health care service in Fort Madison. The remaining percentages indicate the communities to which patients are lost.

Over three-quarters of the respondents purchase prescription drugs and receive dental, family physician, emergency hospital and internal medicine care in Fort Madison. Approximately two-thirds of the respondents receive inpatient and outpatient hospital care in Fort Madison. The remainder tend to go mostly in Burlington and to a lesser extent to Iowa City. Approximately half leave Fort Madison for obstetrician/gynecologist and pediatrician services. Nearly all of the remainder go to Burlington. Approximately one-third receive orthodontic care in Fort Madison. Almost half go to Burlington and 13 percent to Iowa City. Finally, about a quarter of the respondents receive other specialists' care in Fort Madison. Most of the others travel to Burlington or Iowa City.

The major reasons given by respondents for going elsewhere to receive health care services are provided in Table 30. The first column indicates the actual number of respondents leaving Fort Madison for each health care service. The second column lists the percentage of respondents leaving of those actually using the health care service. The remainder of the table contains the actual number of respondents selecting each reason for going elsewhere to receive the health care service. The sum of these reasons may exceed the number given the first column because respondents were allowed to make multiple selections.

Better quality is by far the most common reason given for seeking health care elsewhere. However, referral and "not available elsewhere" are important reasons in some of the specialty areas. The reader should remember that the number of respondents giving each reason should be interpreted in the context of the total number of respondents.

Table 29. Communities in which respondents receive health care service.

Health Care Service	Number Using Service	Percentage Going to Each Community				
		Ft. Madison	Burlington	Iowa City	Keokuk	Other Community
Prescription Drugs	233	97.3%	0.9%	0.9%	----	0.9%
Dental Care	208	91.8%	4.3%	----	0.5%	3.4%
Family Physician Care	227	86.3%	8.0%	1.3%	----	4.4%
Emergency Hospital Care	113	82.3%	11.5%	5.3%	----	0.9%
Internal Medicine	126	78.6%	8.0%	10.3%	----	3.1%
Inpatient Hospital Care	103	65.0%	27.2%	6.8%	----	1.0%
Outpatient Hospital Care	130	63.1%	23.1%	11.5%	0.8%	1.5%
Obstetrician/Gynecologist	110	51.0%	43.6%	3.6%	0.9%	0.9%
Pediatrician	61	49.1%	44.3%	3.3%	----	3.3%
Orthodontics	55	32.7%	45.5%	12.7%	5.5%	3.6%
Other Medical Specialists	114	25.4%	38.6%	27.2%	0.8%	8.0%

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Table 30. Respondents' reasons for leaving Ft. Madison for health services.

Health Service	Number Leaving Ft. Madison	% of Those Using Service	Number of Respondents Indicating Each Reason					
			Better Quality	Lower Cost	Referral	More Convenient	Not Available Elsewhere	Other Reason
Prescription Drugs	6	2.7%	2	2	1	----	1	----
Dental Care	17	8.2%	6	2	6	1	----	3
Family Physician Care	31	13.7%	23	3	4	1	2	5
Emergency Hospital Care	20	17.7%	15	1	1	2	----	----
Internal Medicine	27	21.4%	18	2	4	----	2	2
Inpatient Hospital Care	36	35.0%	20	----	8	2	2	3
Outpatient Hospital Care	48	36.9%	26	----	15	2	4	2
Obstetrician/Gynecologist	54	49.0%	35	2	4	1	5	5
Pediatrician	31	50.9%	22	----	4	----	12	----
Orthodontics	37	67.3%	10	2	10	1	20	----
Other Medical Specialists	85	74.6%	38	2	23	----	28	2

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Satisfaction with and Evaluation of Needs
in Health Care Sector

The respondents were asked to indicate their level of satisfaction with seven aspects of health care in Fort Madison (Table 31). These are arranged from highest average level of satisfaction (pharmacy facilities) to lowest average level of satisfaction. Satisfaction is also high for dental care. About two-thirds of the respondents (65 percent) are somewhat or very satisfied with family physician care and somewhat fewer (61 percent) are satisfied with overall health care facilities. Slightly less than half are satisfied or very satisfied with nursing care facilities (46 percent) and quality of hospital care (48 percent). Respondents are least satisfied with the cost of health care--the only health care category for which more respondents are dissatisfied than satisfied.

In the area of other health care facilities (Table 32), 72 percent of the respondents indicate that they are aware of the availability of the King's Daughters and Sons Homes. Fewer than half (44 percent) are aware of the Lee County Mental Health Center and the services it provides to Lee County residents. One third agree that the Fort Madison Nursing Care Facility adequately cares for the needs of the elderly who are unable to care for themselves. Over half (58 percent) indicate that they "don't know."

In the last set of health related questions, the respondents were asked to what extent eight health care facilities and services and ten medical specialties are needed (Tables 33 and 34). In each table the items are arranged in order from greatest average need to lowest average need. Care for the elderly in their homes and apartments or retirement homes near a nursing care facility appear to be needed in Fort Madison (Table 33). There is also strong support for more specialized equipment and more qualified personnel at the hospital. Over half of the respondents indicate that a more modern hospital is somewhat or greatly needed. The respondents perceive less need for additional mental health facilities, more nursing homes, or a home for the care of the mentally retarded. However, a third of the respondents indicate that they "don't know."

The respondents indicate that several medical specialties are greatly needed (Table 34). The most needed are a eyes, ears, nose and throat specialist, a pediatrician and a general practitioner. Surgery, orthopedics, obstetrics/gynecology, and orthodontist are also perceived as somewhat or greatly needed by over half of the respondents. The need perceived for additional specialists in optometry, dentistry and chiropractics is much less.

Summary

A third or more of the respondents leave Fort Madison for hospital care and for obstetrician/gynecologist, pediatrician, orthodontist, and other medical specialists' services. Burlington and, to a lesser degree, Iowa City are the alternatives chosen by most of the respondents seeking care elsewhere. The predominant reasons given by these people are better quality, referral,

Table 31. Level of satisfaction with health care in Fort Madison.

	% Reporting				
	VERY SATISFIED	SOMEWHAT SATISFIED	DON'T KNOW	SOMEWHAT DISSATISFIED	VERY DISSATISFIED
Pharmacy facilities	67%	29%	3%	1%	1%
Dental care	56%	30%	8%	8%	2%
Family physician	36%	29%	3%	18%	13%
Overall health care facilities	22%	39%	11%	21%	6%
Nursing care facilities	21%	25%	41%	10%	4%
Quality of care provided by Fort Madison Hospital	19%	29%	19%	21%	13%
Cost of care provided by Fort Madison Community Hospital	21%	22%	26%	26%	21%

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Table 32. Questions of health care facilities in Fort Madison.

	% Reporting		
	YES	NO	DON'T KNOW
Aware of Lee County Mental Health Center and its services to Lee County residents?	44%	33%	21%
Aware of availability of the King's Daughters and Sons Homes?	72%	17%	12%
Does Fort Madison Nursing Care Facility adequately care for the needs of the elderly who are unable to care for themselves?	33%	9%	58%

Table 33. Need for health care facilities and services.

Facility or Service	% Reporting			
	NOT NEEDED	SOMEWHAT NEEDED	GREATLY NEEDED	DON'T KNOW
In-home care for elderly	4%	34%	30%	32%
More specialized equipment for hospital	9%	28%	39%	24%
More qualified personnel at hospital	11%	29%	36%	24%
Apartments or retirement homes near nursing care facility	7%	36%	24%	32%
More modern hospital	26%	29%	33%	12%
Mental health facilities	16%	29%	13%	42%
More nursing homes	19%	35%	12%	34%
Home for mentally retarded care	19%	29%	11%	42%

Table 34. Need for medical specialties.

Specialty	% Reporting			
	NOT NEEDED	SOMEWHAT NEEDED	GREATLY NEEDED	DON'T KNOW
Eyes, ears, nose and throat	7%	24%	60%	9%
Pediatrics	8%	22%	42%	28%
General practice	13%	30%	53%	4%
Surgery	11%	31%	45%	14%
Orthopedics	9%	26%	33%	31%
Obstetrics/gynecology	14%	30%	33%	22%
Orthodontics	14%	31%	29%	26%
Optometry	43%	27%	13%	17%
Dentistry	50%	30%	9%	11%
Chiropractics	70%	12%	4%	14%

or to obtain care not available in Fort Madison. Respondents are most satisfied with pharmacy facilities and dental care in Fort Madison and least satisfied with the quality and the cost of care provided by the Fort Madison Community Hospital.

Over half of the respondents are unable to evaluate the care provided by the Fort Madison Care Facility. In-home care for the elderly, in addition to and apartments or retirement homes near a nursing care facility, are perceived as greater needs in Fort Madison than more nursing homes. Specialized equipment, more qualified personnel, and a more modern hospital facility are also perceived as needs. Most people answer "don't know" in relation to the need for mental health facilities and a home for the care of the mentally retarded. Finally, there is considerable support for the following medical specialties: eyes, ears, nose and throat, pediatrics, general practice, surgery, orthopedics, obstetrics/gynecology and orthodontics.

CHAPTER VI

IN CONCLUSION

The information from the survey reported here was collected at one certain time, and of course, reflects the perceptions and thinking of the respondents at that time. Perceptions are important because, rightly or wrongly, they form the basis for people's actions.

Any survey of this type becomes outdated as time passes. In fact, between the time information is collected and the final report written, events may have occurred, plans may have been made and actions may have been taken which deal with specific concerns reported here. In some instances they may be a direct result of interest stimulated by the survey. However, it is unlikely that all concerns identified by the respondents have been dealt with.

A survey will not solve any problems or make a community a better place in which to live. But a survey can provide information which can serve as a basis for making plans. The community must determine the feasibility of projects, set priorities for use of resources and determine methods to achieve desired goals. Survey information can only serve as a guide. It is a means to an end and is not an end in itself.

The ease with which solutions can be found to the concerns of respondents obviously vary a great deal. Some can be dealt with easily. Others, such as retail development and employment, have no easy solutions. Such problems will require a great deal of effort and community cooperation to solve.

The Fort Madison Chamber of Commerce and the Fort Madison community leaders should be complimented for their efforts in carrying out this survey. This effort demonstrates their desire to make Fort Madison a better community and their willingness to seek the ideas and cooperation of the entire community to make this possible. Such participatory democracy leads to communities which meet the needs of their citizens and creates pride. This community has now taken the first step in making Fort Madison a better place to live.

APPENDIX A

Altogether, 5659 households were listed on the master list which was taken from the phone book. The decision was made to achieve what is called a 95 percent confidence in the information collected. Given the total number of households, 372 were needed to achieve 95 percent confidence under probability principles. The 372 was increased by 10 percent (37) to take into consideration attrition due to death, those no longer living in the school district and other reasons which would eliminate the person for consideration as a potential respondent. Thus, we randomly selected 411 households from the master list.

The 95 percent confidence is statistical jargon for telling us how much faith we can have in the survey results. In other words, since we did not get information from all 5659 households, there is a certain margin for error. However, we can statistically determine the amount of accuracy in the results assuming all of the 411 questionnaires are returned.

When 95 percent confidence is achieved, we are simply saying that there are 95 out of 100 chances that information obtained had we gone to every household would be similar to the information we received by going to only 411 households. Note that we say similar, not exactly the same, since there are limits to the precision which can be attained. A simple example will illustrate the meaning of the term similar.

Let's assume that we had asked individuals whether or not they are in favor of building a new elementary school. Assume further that when all 411 questionnaires were analyzed, we found only 20 percent of the people supported the idea. Knowing both the confidence interval used to determine the sample size (95%) and the number of households selected (411), we can then draw the following inference: Since 20 percent in the sample support construction of an elementary school, there are 95 chances out of 100 that the percent of the total population that would support a new school would fall somewhere between 16 and 24 percent. Or in other words, there is only 1 chance in 20 that we err in concluding that somewhere between 16 and 24 percent of all people living in the area support the proposal.

One more point should be made about sampling and precision. Suppose we want to know how those living on farms feel about the school construction proposal. Now we're talking about 55 respondents rather than 411. Suppose further that 20 percent of the farm group indicated support for the proposal. The interpretation of this 20 percent must be treated differently than the 20 percent representing the total sample. With a smaller sample size, our outer limits now increase from the original 16 to 24 percent to 9 to 31 percent. We still maintain the 95 percent precision level (or only 1 chance in 20 of being in error), but the limits around the population projection have increased substantially. It is therefore important to interpret the report's data accordingly when breaking down the total sample into smaller categories.

Finally, keep in mind the importance of our reference to the entire 411 questionnaires. Obviously, not all questionnaires were returned. Anything short of the total may lead to bias in results. However, whatever bias may occur as a result of peoples' unwillingness to complete the questionnaires is beyond the reach of statistical measurement.

FORT MADISON SURVEY

APPENDIX B

I. COMMUNITY IMAGE

The phrases listed below are often used to describe communities. They are listed as pairs, with one favorably describing the community and the other unfavorably describing it. Circle one number on each scale which comes closest to your own evaluation. For instance, if you think Fort Madison is MOVING AHEAD, circle "1" on the scale. Circle "7" if you think Fort Madison is GOING DOWNHILL. Please use the entire range to reflect your feelings. The values ranging from 2 to 6 indicate various levels between the two extremes. Be sure to read each statement carefully before indicating your answer.

A. FORT MADISON . . .

	1	2	3	4	5	6	7		NO RESPONSE
1. IS MOVING AHEAD	41	41	48	56	35	8	20	IS GOING DOWNHILL	11
2. IS AN UNFRIENDLY PLACE TO LIVE	17	13	10	29	26	59	94	IS A FRIENDLY PLACE TO LIVE	12
3. HAS STRONG COMMUNITY LEADERSHIP	34	35	45	63	32	17	21	HAS WEAK COMMUNITY LEADERSHIP	13
4. HAS INEFFICIENT CITY GOVERNMENT	18	26	33	60	39	45	23	HAS EFFICIENT CITY GOVERNMENT	16
5. SEEMS UNABLE TO SOLVE ITS OWN PROBLEMS	28	27	26	38	43	44	40	SEEMS ABLE TO SOLVE ITS OWN PROBLEMS	14
6. ENCOURAGES CITIZENS' INVOLVEMENT IN LOCAL AFFAIRS	53	50	44	54	16	15	18	DISCOURAGES CITIZENS' INVOLVEMENT IN LOCAL AFFAIRS	10
7. HAS CIVIC CLUBS THAT WORK FOR THE IMPROVEMENT OF THE TOTAL COMMUNITY	97	67	32	30	10	9	69	HAS CIVIC CLUBS THAT DO NOT WORK FOR THE IMPROVEMENT OF THE COMMUNITY	9
8. HAS FEWER THINGS GOING FOR IT THAN OTHER COMMUNITIES I KNOW OF	30	32	30	45	37	42	32	HAS MORE THINGS GOING FOR IT THAN OTHER COMMUNITIES I KNOW OF	12

B. FORT MADISON RESIDENTS . . .

	1	2	3	4	5	6	7		NO RESPONSE
1. HAVE LITTLE PRIDE IN THE COMMUNITY	11	14	22	36	33	77	58	HAVE MUCH PRIDE IN THE COMMUNITY	9
2. SELDOM ACTIVELY SUPPORT THE COMMUNITY	14	22	26	53	45	48	42	OFTEN ACTIVELY SUPPORT THE COMMUNITY	10
3. SEEM WILLING TO HELP OTHERS IN TIME OF NEED	99	58	39	25	12	14	5	SEEM UNWILLING TO HELP OTHERS IN TIME OF NEED	8
4. HAVE A STRONG ATTACHMENT TO THE COMMUNITY	50	65	43	52	18	12	9	HAVE A WEAK ATTACHMENT TO THE COMMUNITY	11
5. SPEAK WELL ABOUT THE COMMUNITY	54	67	43	46	14	19	5	SPEAK POORLY ABOUT THE COMMUNITY	12
6. HAVE FEW OPPOR- TUNITIES FOR INVOLVE- MENT IN LOCAL AFFAIRS	18	24	32	57	28	52	38	HAVE MANY OPPORTUNITIES FOR INVOLVEMENT IN LOCAL AFFAIRS	11

II. RETAIL TRADE

A. Please circle the number under the one community where you most frequently shop for the following items. ALSO give your reason or reasons for shopping where you do. You may circle more than one reason but please circle only one community for each item.

NOTE: IF YOU DO NOT PURCHASE A PARTICULAR ITEM, CIRCLE "1" UNDER "DO NOT BUY" AND GO ON TO NEXT ITEM.

	Community (select only one)							Reason(s)							
	Do Not Buy	Fort Madison	Burlington	West Burlington (Mall)	Keokuk	Other Community (specify)	No Response	Lower Cost	Wider Selection	Better Product Quality	Better Service	More Convenient	More Parking Available	Not Available In My Community	Other Reason (specify)
1. Groceries	1	239	10	1	--	--	9	24	17	9	8	191	13	3	9
2. Women's clothing	17	88	44	67	9	8	27	36	116	11	14	65	20	14	13
3. Children's clothing	99	57	25	43	4	1	31	26	61	7	4	48	11	9	8
4. Men's clothing	30	118	27	40	8	12	25	36	72	17	17	93	13	8	9
5. Furniture	44	115	43	--	3	--	36	41	61	27	28	77	3	4	10
6. Major appliances	31	163	40	1	1	9	15	32	28	15	59	105	1	2	6
7. Hardware	8	224	11	1	--	3	13	12	20	7	25	169	55	1	5
8. New or used automobiles	29	163	25	1	9	18	15	35	14	6	59	106	2	4	10
9. Automotive service	20	194	17	--	1	9	19	17	5	4	62	136	2	3	4
10. Banking	--	240	3	--	--	6	11	3	2	3	57	180	--	--	3
11. Legal service	32	201	4	--	1	2	20	1	1	5	45	146	--	--	4
12. Insurance	6	211	9	--	1	18	15	21	4	6	45	158	--	2	5
13. Dining	12	153	56	2	6	7	24	20	50	24	28	118	3	1	5
14. Dry cleaning	37	202	4	--	--	2	15	4	--	7	21	159	--	1	4
15. Shoes	4	123	49	36	13	16	19	41	101	24	24	88	7	9	6
16. Crafts or hobbies	90	115	21	7	1	1	25	12	36	5	8	88	1	3	2
17. Flowers	40	197	4	1	--	1	17	5	82	3	18	153	--	--	2
18. Building supplies	48	179	6	1	1	4	21	20	15	11	30	134	2	3	3
19. Farm supplies	195	21	4	--	--	6	34	3	3	4	5	19	--	2	--
20. Veterinary service	108	99	12	--	10	4	27	3	10	8	32	83	--	--	2

B. How SATISFIED are you with the following retail services in Fort Madison. Circle the number which expresses your satisfaction or dissatisfaction with each service. (Please circle one number for each item.)

Services	VERY SATISFIED	SOMEWHAT SATISFIED	UNDECIDED	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NO RESPONSE
1. Courtesy of sales clerks.	103	115	12	24	7	4
2. Price of merchandise. . .	19	101	26	81	26	7
3. Variety of merchandise. .	20	60	18	102	53	7
4. Quality of merchandise. .	52	119	25	51	4	9
5. Amount of parking space .	46	95	14	50	46	9
6. Hours stores are open . .	96	103	14	28	14	5
7. Overall quality of shopping facilities . . .	32	85	22	74	40	7
8. Variety of restaurants. .	34	65	23	73	59	6
9. Overall quality of dining facilities	30	89	28	63	42	8

C. Which night of the week would you most like to shop? (Circle one number only.)

1. SUNDAY	2
2. MONDAY	12
3. TUESDAY	1
4. WEDNESDAY	6
5. THURSDAY	1
6. FRIDAY	96
7. SATURDAY	24
8. NO PREFERENCE	110
9. NO RESPONSE	8

D. Answer the following questions concerning shopping in Fort Madison by circling (1) YES, (2) UNDECIDED, or (3) NO. (Please circle one number for each item.)

	YES	UNDECIDED	NO	NO RESPONSE
1. Would you shop in downtown Fort Madison more often if stores were open until 6:00 p.m. rather than 5:00 p.m.?	80	34	142	4
2. Would you shop in downtown Fort Madison more often if Highway 61 was improved (or "4 lane")? . .	92	45	118	5
3. Would you shop in downtown Fort Madison more often if more free 2-hour parking spaces were available?	107	35	113	5
4. In your opinion, does Fort Madison need a shopping mall (such as the Westland Mall in Burlington)?	167	36	54	3
5. In your opinion, does Fort Madison need public restrooms in the downtown business district?	215	23	20	2

E. Indicate whether you think more of the following types of businesses and services are needed in Fort Madison. (Circle one number for each item.)

	<u>NEEDED</u>	<u>UNDECIDED</u>	<u>NOT NEEDED</u>	<u>NO RESPONSE</u>
1. Clothing	176	28	43	13
2. Supermarket.	36	29	184	11
3. Auto/service parts	50	72	124	14
4. Restaurant	171	29	53	7
5. Hardware store	51	42	158	9
6. Appliance store	55	61	132	12
7. Furniture store	87	54	108	11
8. Variety store	146	29	78	7
9. Law firm	11	50	192	7
10. Dentist	44	51	157	8
11. Veterinarian	37	75	133	15
12. Bank	10	17	221	12
13. Physician.	178	24	49	9
14. Beautician/barber shop	22	44	183	11
15. Laundry/dry cleaners	101	39	113	7
16. Specialty shops.	92	72	83	13
17. Department store	223	9	23	5

F. What suggestions do you have for improving Fort Madison's downtown district?
(Be as specific as possible.)

II. COMMUNITY SERVICES AND FACILITIES

A. Please rate the following services and facilities now available in Fort Madison. Indicate whether you think each of the services and facilities listed below is VERY GOOD, GOOD, FAIR, or POOR. (Circle one number for each item.)

	<u>VERY GOOD</u>	<u>GOOD</u>	<u>FAIR</u>	<u>POOR</u>	<u>DON'T KNOW</u>	<u>NO RESPONSE</u>
1. Quality of local government	7	93	110	33	7	10
2. Quality of mayor-council form of government . . .	18	76	93	42	21	10
3. Quality of police protection	73	118	42	19	4	4
4. Quality of fire protection	107	125	16	2	8	2
5. Quality of water service.	51	113	49	24	21	2
6. Quality of water.	36	89	74	38	16	7
7. Quality of library services	67	123	24	9	30	7
8. Quality of library facilities	41	104	53	15	32	15
9. Quality of programs for elderly	20	78	72	28	55	7
10. Quality of programs for youth	9	35	70	92	42	12
11. Quality of garbage collection service	50	105	45	32	26	2
12. Quality of electric utilities	64	138	37	4	13	4
13. Quality of gas utilities	58	117	39	12	26	8
14. Quality of storm sewer system	15	68	72	62	36	7
15. Quality of street maintenance	12	50	103	85	5	5
16. Quality of snow removal	27	72	85	67	5	4
17. Availability of housing for elderly	13	38	84	48	74	3
18. Availability of housing for young families. . . .	3	20	87	73	66	11
19. Availability of housing for low income families .	5	24	73	94	62	2
20. Availability of housing to buy.	14	86	88	36	28	8
21. Availability of housing to rent	2	22	81	87	58	10
22. Quality of public transportation.	1	2	25	202	25	5
23. Quality of "day-care" services for children . . .	13	75	65	14	83	10
24. Availability of employment opportunities	18	87	83	38	28	6

B. Should the Artesian well water fountain at Avenue G and 8th Street be made operable? (Circle your answer)

<u>YES</u>	<u>NO</u>	<u>UNDECIDED</u>	<u>NO RESPONSE</u>
131	37	84	8

- C. The Fort Madison Library Board is considering various alternatives for future library facilities. Which one of the following alternatives would you favor.

Two locations - maintain the present library and add a branch library at the west end of Fort Madison.
 Build or acquire a new library centrally located.
 Remodel existing library.
 Leave present library as is.
 Other (Please specify)
 No Response

95
30
31
76
11
17

- D. Which of the following best describes your preferences regarding public transportation for Fort Madison.

The city should establish and maintain a bus system for public transportation.
 The city should help subsidize a private bus company.
 A private bus company completely supported by user fares should be encouraged.
 No additional public transportation is needed.
 Some other preference. (Specify) _____
 No Response

73
73
72
19
6
17

- E. Which of the following statements best describes your image of the overall appearance of Fort Madison?

Fort Madison is an extremely clean, well-kept community.
 Fort Madison is a fairly clean, well-kept community.
 Fort Madison is not especially clean or well-kept.
 No Response

38
195
23
4

IV. HEALTH CARE

	VERY SATISFIED	SATISFIED	DON'T KNOW	VERY DISSATISFIED	SOMEWHAT DISSATISFIED	RESPONSE
1. Family physician	91	73	13	46	32	5
2. Nursing care facilities	53	62	102	25	10	8
3. Pharmacy facilities	169	73	7	3	2	6
4. Dental care	134	77	20	19	5	9
5. Overall health care facilities	57	99	29	54	15	6
6. Quality of care provided by Fort Madison Community Hospital	48	74	49	53	33	3
7. Cost of care provided by Fort Madison Community Hospital	11	57	67	66	54	5

B. First we would like to ask you some questions about health services available in this area. For each of the health care services listed below, please indicate the one community where you and other members of your household most frequently received medical assistance during 1979. ALSO indicate the reason or reasons for going to this community by circling the appropriate numbers. (You may circle more than one reason but please circle only one community for each service listed below.)

NOTE: IF NO ONE IN YOUR HOUSEHOLD USED A PARTICULAR SERVICE DURING 1979, CIRCLE "1" UNDER THE "DID NOT USE" HEADING AND GO ON TO THE NEXT SERVICE.

	Community (select only one)							Reason(s)					
	Did not use	Ft. Madison	Burlington	Iowa City	Keokuk	Other Community	No Response	Better Quality	Lower Cost	Referral	More Convenient	Not Available In My Community	Other Reason (specify)
1. Family physician care	23	196	18	3	--	10	10	45	4	15	149	2	8
2. Obstetrician/gynecologist	127	56	48	4	1	1	23	43	5	9	44	6	5
3. Pediatrician	170	30	27	2	--	2	29	27	1	6	19	14	1
4. Internal medicine	118	99	10	13	--	4	16	24	5	9	62	2	4
5. Other medical specialists	119	29	44	31	1	9	27	40	4	24	18	28	2
6. Dental care	35	191	9	--	1	7	17	39	8	10	133	--	6
7. Orthodontic care	176	18	25	7	3	2	29	12	2	10	15	21	--
8. Emergency hospital care	129	93	13	6	1	--	18	18	4	1	75	--	2
9. Outpatient hospital care (lab, x-ray, therapy)	109	82	30	15	1	2	21	29	--	16	67	4	4
10. Inpatient hospital care	133	67	28	7	--	1	24	24	3	9	53	3	3
11. Prescription drugs	16	227	2	2	--	2	11	12	15	2	177	2	2

C. Indicate whether you think the following health care facilities and services are NOT NEEDED, SOMEWHAT NEEDED, or GREATLY NEEDED in Fort Madison. Please circle one number for each service or facility.

	NOT NEEDED	SOMEWHAT NEEDED	GREATLY NEEDED	DON'T KNOW	NO RESPONSE
1. More nursing homes.	49	89	29	86	7
2. "Day-care" for elderly in their homes	9	87	77	82	5
3. Apartments or retirement-type homes located near a nursing facility	18	91	60	81	10
4. A more modern hospital.	66	74	82	30	8
5. Home for mentally retarded.	47	72	27	105	9
6. More specialized equipment for hospital.	23	71	97	60	9
7. More qualified personnel at hospital.	27	72	91	61	9
8. Mental health facilities.	40	73	33	107	7

Doctor(s) specializing in the following practices:

1. General practice.	32	73	131	10	14
2. Pediatrics.	19	52	101	68	20
3. Obstetrics/gynecology	35	74	81	55	15
4. Surgery	27	75	110	33	15
5. Eyes, ears, nose and throat	17	61	151	22	9
6. Orthopedics	22	64	81	76	17
7. Optometry	105	67	33	41	14
8. Chiropractics.	173	30	9	34	14
9. Dentistry	124	75	22	26	13
10. Orthodontics.	34	75	69	64	18

D. Please answer the following questions related to health care facilities in the Fort Madison area. Circle one number for each question.

	YES	NO	DON'T KNOW	NO RESPONSE
1. Are you aware of the Lee County Mental Health Center and the services they offer to Lee County Residents?	117	86	55	2
2. Are you aware of the availability of the King's Daughters and Sons Homes?	185	43	30	2
3. Does the Fort Madison Nursing Care Facility adequately care for the needs of the elderly who are unable to care for themselves?	85	22	150	3

SCHOOL

- A. Please indicate your opinion of Fort Madison's present school systems by rating each of the following as VERY GOOD, GOOD, FAIR, or POOR. Please circle one number for each item.

	VERY GOOD	GOOD	FAIR	POOR	DON'T KNOW	NO RESPONSE
<u>Public School System</u>						
1. Overall quality of education	19	108	67	11	43	12
2. Building facilities.	16	109	74	16	35	10
3. Teachers	20	82	78	17	52	11
4. Administration	10	68	81	33	54	14
5. Discipline	5	36	67	80	61	11
6. Extra-curricular activities.	26	95	56	11	63	9
7. Athletic program	39	97	55	4	55	10
8. Overall curriculum	31	73	68	5	74	9
9. Music program.	31	71	52	8	88	10
10. Trades program	33	92	38	4	84	9
11. College prep program	13	55	44	22	115	11
<u>Catholic School System</u>						
1. Overall quality of education	35	47	26	3	128	21
2. Building facilities.	22	60	35	2	118	23
3. Teachers	20	47	38	4	128	23
4. Administration	26	43	31	5	132	23
5. Discipline	29	36	25	17	131	22
6. Extra-curricular activities.	19	47	31	8	131	24
7. Athletic program	21	53	36	5	123	22
8. Overall curriculum	16	45	32	7	138	22
9. Religious program.	30	51	15	7	134	23
10. Music program.	26	43	24	4	141	22
11. College prep program	15	32	28	6	155	24

VI. RECREATION AND ENTERTAINMENT FACILITIES AND SERVICES

- A. Please indicate how satisfied or dissatisfied you are with recreation and entertainment facilities and services in Fort Madison by circling the number which comes closest to your feelings. (Circle only one number for each item.)

	VERY SATISFIED	SOMEWHAT SATISFIED	DON'T KNOW	SOMEWHAT DISSATISFIED	VERY DISSATISFIED	NO RESPONSE
1. Overall quality of entertainment facilities. . . .	15	80	30	79	42	14
2. Overall quality of recreational facilities. .	19	109	35	61	21	15
3. Quality of swimming pool	19	100	70	44	15	12
4. Quality of golf course(s)	63	49	127	4	3	14
5. Number of tennis courts. .	36	66	85	37	24	12
6. Variety of dancing facilities	10	39	108	55	36	12
7. Variety of movies.	13	78	40	55	62	12
8. Quality of movie theater(s)	10	60	38	60	77	15
9. Quality of city parks. . .	101	124	5	15	2	13
10. Number of neighborhood . . parks.	73	115	24	25	12	11
11. Recreation programs for youth.	26	55	74	57	35	13
12. Recreation programs for senior citizens.	17	55	118	33	26	11
13. Amount of public access to the river	44	94	65	27	18	12
14. Quality of facilities for stage or musical programs.	10	49	96	52	42	11
15. Number of softball and baseball fields.	49	105	61	27	10	8
16. Number of bowling alleys .	50	91	50	39	19	11
17. Facilities for youth activities and interaction . . .	10	53	82	64	42	9
18. Number of bicycle paths. .	8	15	109	49	70	9

VII. PERSONAL AND SOCIAL CHARACTERISTICS

In this section, a few questions about you and other members of your household are included. This information is needed to insure that a broad cross section of all people living in Fort Madison has been included in this survey.

A. Where do you currently live?

WITHIN FORT MADISON CITY LIMITS	207
OUTSIDE FORT MADISON CITY LIMITS	46
NO RESPONSE	7

B. Your present age? _____ YEARS

LESS THAN 25	16
25-34	48
35-44	40
45-54	48
55-64	43
65-74	33
75 AND OVER	26
NO RESPONSE	6

C. Your sex?

MALE	128
FEMALE	130
NO RESPONSE	2

D. Your present marital status?

NEVER MARRIED	17
MARRIED	190
WIDOWED, SEPARATED, OR DIVORCED	51
NO RESPONSE	2

E. Your present employment status?

	SELF	SPOUSE
EMPLOYED OR SELF-EMPLOYED ON A <u>FULL-TIME BASIS</u>	142	94
EMPLOYED OR SELF-EMPLOYED ON A <u>PART-TIME BASIS</u>	19	18
RETIRED	57	32
FULL-TIME HOMEMAKER	30	33
STUDENT	3	1
UNEMPLOYED	6	7
NO RESPONSE	9	75

IF EMPLOYED OR SELF-EMPLOYED:

Please describe your present occupation:

OCCUPATION	SELF	SPOUSE	COMMUNITY	SELF	SPOUSE
PROFESSIONAL, TECHNICAL	24	17	FORT MADISON	128	95
MANAGERS, ADMINISTRATORS	25	17	BURLINGTON	7	7
SALES	12	8	IOWA CITY	0	1
CLERICAL	20	17	KEOKUK	0	1
CRAFTSMEN	17	9	LEE COUNTY AND/OR	3	3
OPERATIVES	12	10	OTHER COUNTIES		
TRANSPORT OPERATIVES	5	5	OTHER	9	2
LABORERS	11	4	NO RESPONSE	113	151
FARMERS	5	4			
FARM LABORERS	0	0			
SERVICE WORKERS	14	8			
PRIVATE HOUSEHOLD	2	0			
NO RESPONSE	113	161			

G. Your highest level of education attained?

NO FORMAL EDUCATION	0
ELEMENTARY (GRADES 1-8)	19
SOME HIGH SCHOOL (GRADES 9-11)	33
COMPLETED HIGH SCHOOL (GRADE 12)	109
SOME COLLEGE (LESS THAN 4 YEARS)	48
COLLEGE GRADUATE (4 YEARS OR MORE)	25
ATTENDED GRADUATE SCHOOL	18
NO RESPONSE	8

H. How many people, including yourself, currently live in your household? (Do not include college students living away from home while at school) _____ PERSONS

0-4	226
5 OR MORE	24
NO RESPONSE	10

I. How many people in your household, including yourself, are in each of the following categories? (Write the number alongside each category.)

	<u>1</u>	<u>2</u>	<u>3 OR MORE</u>	<u>NO RESPONSE</u>
UNDER 5 YEARS OF AGE	28	10		222
5-18 YEARS OF AGE	47	22	15	176
19-64 YEARS OF AGE	42	136	26	56
65 YEARS OF AGE AND OVER	46	23		191

J. What was your estimated gross family income from all sources, before taxes, for 1979.

LESS THAN \$5,000	13
\$5,000 to \$7,999	27
\$8,000 to \$11,999	31
\$12,000 to \$14,999	30
\$15,000 to \$19,999	41
\$20,000 to \$24,999	38
\$25,000 to \$34,999	30
\$35,000 OR MORE	16
NO RESPONSE	34

K. How many years have you lived in Lee County? _____ YEARS

Less than 5 years	32
6 to 10 years	26
11 to 30 years	72
31 to 50 years	59
More than 51 years	65

L. How many years have you lived in Fort Madison or surrounding rural area? _____ YEARS

Less than 5 years	35
6 to 10 years	26
11 to 30 years	72
31 to 50 years	55
More than 51 years	58

M. Is there anything else you would like to tell us about the Fort Madison Community?

Publications in the
LEADERSHIP SERIES

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